

PHILIP MORRIS  
PROJECT DATA-REGULAR  
FILM SCRIPT

(MUSIC IN)

SLIDE: 1954

SLIDES: VARIOUS SHOTS OF  
RAY KROC

SLIDES: VARIOUS SHOTS OF  
ASPECTS OF A FRANCHISE  
AT WORK.

SLIDES: MONTAGE OF MCDONALD'S  
OUTLETS, FROM OLDEST  
TO NEWEST.

SLIDE: 1972

SLIDE: OLD STYLE GYM SHOES  
IN ACTION

SLIDE: MONTAGE NEW STYLE NIKES  
WITH VARIOUS STRIPES AND  
COLORS.

SLIDE: AIR JORDAN AD

ACR: He was a middle-aged salesman from Chicago  
making his living selling electric milkshake  
machines.

Ultimately, he would shake up the entire  
restaurant business.

Because he decided to do more than simply  
give people good food.

He added a twist.

He decided to give them good food...fast!

25 years and millions of Big Mac's later,  
Ray Kroc's golden arches have become a 24-carat  
success.

The product had been bouncing around for years...  
until a company came along and gave it a very  
colorful twist. Lots of them...and overnight  
took the gym shoe out of the gym.

In the end, Nike had risen to the top, by

[simply starting at the bottom.]

*getting the jump on a new idea.*

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SLIDE: FAMOUS AMOS IN  
PANAMA HAT AND WHITE  
SHIRT

ACR: They would call him the face that launched a  
thousand chips...chocolate chips, that is.

SLIDES: BEAUTY SHOTS COOKIES.

The key? A twist to the traditional cookie.  
His would be extra nutty, extra chocolatey,  
extra chewy.

SLIDES: ENJOYMENT SHOTS

Result? He parlayed our national sweet-tooth  
into a very sweet profit.

SLIDES: FAMOUS AMOS AND  
FAMOUS AMOS COOKIE TIN

Wally Amos became Famous Amos by finding that  
special difference...that special twist...that  
turned a one-of-a-crowd product into one-of-  
a-kind.

SLIDE: 1985

Now Philip Morris proudly introduces a remarkable  
new cigarette with a twist of its own.

SLIDE: PACK SHOT

Philip Morris introduces new Concord, ~~in this  
distinctive gold-edged pack.~~

SECRET

~~Amos is the~~ Concord is the  
first cigarette ever that actually allows a  
smoker to adjust the flavor level.

That's right. With Concord, a smoker can choose  
precisely the level of flavor he has a taste for...  
from rich...to mild...to anywhere in between...  
and still enjoy great taste at every turn!

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SLIDE: FILTER SHOT

ACR: The secret is Concord's adjustable  
Flavor Control Filter..the biggest advance  
in filter design in three decades.

SLIDES: TO HIGHLIGHT  
FILTER MARKINGS AND  
SHOW TWISTING.

Twist the arrow on the filter to the thickest  
*low* flavor setting, and Concord becomes a rich,  
flavorful 15 mg low tar.

SLIDES: SHOW TWISTING  
IN OPPOSITE DIRECTION

Twist the arrow to the thinnest *low* setting, and  
Concord is a light, mild ultra low, with only  
5mg tar... And there's a full range of flavor  
levels in between.

SLIDES: SINGLE SMOKER IN VARIETY  
OF "MOODS"

What this means to a smoker is that now he can  
enjoy exactly the taste he wants, everytime he  
lights up.

What this means to your customers is business.  
Research showed consumers liked the opportunity  
to shift flavor levels. Not only was trial interest  
very high, but so was after-trial purchase intent.  
And three out of every four people who tried  
Concord very much enjoyed the taste.

SLIDE: EMPTY PIE CHART

With Concord, you've got yourself a unique  
product that can draw from the entire low tar *85's* market..  
the market that holds the majority of smokers,  
and attracts the most brand switchers.

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SLIDES: PIE CHART BEGINS  
TO FILL IN APPROP.  
SHARE SEGMENTS

ACR: Only Concord can appeal to flavor low tar  
smokers...ultra low tar smokers...even those  
smokers who occassionally shift back and forth.  
Because only Concord offers adjustable flavor.

SLIDES: SINGLE PERSON IN  
CONTRASTING MOODS

Everybody's taste changes. Now there's a  
cigarette that can change with it.

SLIDE: THE ADVERTISING

No matter how good your story, before you can  
get sales, you've got to get noticed. So noticed  
you'll get.

SLIDE: COLOR BG WITH CONCORD  
LOGO

Every ad will be heavily branded to quickly  
register the Concord name.

SLIDE: ADD FILTER

Every ad will prominently feature Concord's  
adjustable Flavor Control Filter.

SLIDE: ADD HEADLINE AND COPY

Every ad will carry the Concord story in a strong,  
simple headline.

Result? A highly intrusive, highly distinctive  
campaign which centers on our unique product  
benefit...adjustable flavor!

SLIDE: COVER OF THREE PAGER

Let's look at some of the ads up close...  
beginning with this three page spread to kick  
off the campaign.

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ACR: The cover teaser tells consumers...

'An amazing new smoking experience is at your fingertips.'...

SLIDES: INSIDE OF THREE PAGER

Inside it announces.. 'New Concord.. First cigarette ever that adjusts from rich to mild.

SLIDE: COPY BLOCK

Explains the copy..the secret is Concord's revolutionary Flavor Control Filter. It actually lets you adjust the flavor from a rich, flavorful low tar to a light, mild ultra low tar, or anyplace in between. So you get the taste you want, when you want. Only Concord gives you adjustable flavor to suit your taste.

As you can see, for added taste reinforcement, many ads will feature a satisfied Concord smoker.

SLIDE: APPROPRIATE AD

Here are some others.. 'New Concord.. Twist it, and adjust the flavor from rich to mild.'

SLIDE: APPROPRIATE AD

New Concord.. Adjust the filter! Adjust the flavor!

SLIDE: APPROPRIATE AD

Or how about these? "Rich or mild? Only Concord lets you choose."

SLIDE: APPROPRIATE AD

"New Concord. Revolutionary cigarette adjusts from rich to mild."

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SLIDES: BEGIN MONTAGE OF  
ROP ADS

ACR: And look how effectively our advertising translates to ROP. Especially with two color to highlight our adjustability story.

Every one..big graphic, big name, big impression. After all, the Concord story is big news!

SLIDES: OUTDOOR MATERIALS.

Of course, there's outdoor, too. 30-sheet..  
Mar-Cann...the works!

SLIDES: REPRISE ENTIRE AD  
PACKAGE

It's the kind of total package you've come to expect from Philip Morris.

Every aspect designed to be easy to identify..  
quick to communicate..and keyed to our  
exclusive adjustable flavor story.

Every piece designed to make sure consumers take away our message..because that's the first step to them taking home the product.

SLIDE: MEDIA

To make sure our message gets out, Concord plans

SLIDES: APPROPRIATE MAGAZINES ETC.

an all-out media blitz. In major newsweeklies like Time, Newsweek, and U.S. News! In major men's and women's magazines like Playboy, Penthouse, Woman's Day and Vogue. Plus a full range of newspapers, and supplements.

During the introduction, we project Concord to be the biggest spender in the entire low tar category.

attestation  
[Signature]

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SLIDE: SUPPORT

ACR: Just as critical as the advertising..is the advertising support.

SLIDES: APPROPRIATE TO VIP GIFT

*available*  
So to kick things off, there's this beautiful VIP gift to help sell your key accounts. It's a gift-boxed cassette recorder, complete with headphones..and a cassette tape that carries the Concord story...

SLIDES: APPROPRIATE TO SAMPLING MATERIALS

There'll be an extensive sampling effort right behind, including sampling towers..and both sample 6 and sample 20 carriers. ~~What's more,~~ *each* ~~each one will include a~~ 'Buy 1, Get 1 Free' coupon to generate additional trial.

SLIDES: TWO FOR ONE DISPLAY AND TWO FOR ONE SLEEVE

There'll be a 2-for-1 in-store offer, ~~as well.~~ backed by its own 2 for 1 display, and special 2 for 1 packaging sleeve.

SLIDES: APPROPRIATE FOR SWEEPSTAKES

And for a big boost, there'll be a \$25,000 Sweepstakes that offers consumers the chance to win a free carton or pack of Concord *or big prize* just for taking the pop-up coupon to the store and playing.

SLIDE: APPROPRIATE FOR FREE LIGHTER OFFER

Midway through the introduction, consumers will see a two-pack incentive offer which features a free adjustable lighter with every purchase ~~complete with the Concord logo.~~

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SLIDES: APPROPRIATE TO CARTON  
INCENTIVE

ACR: For carton outlets, there'll be a special  
carton incentive program featuring this  
Concord solar calculator. It's wafer thin,  
and because it's solar powered, it never  
needs batteries.

SLIDES: POS

And behind it all is a host of point-of-sale  
materials as dramatic as our product story itself..  
set sells...posters...shelf talkers..and for  
the first time, this unique cigarette shaped  
gravity feed.

A full spectrum of selling aids..every piece working  
hard to make the next sale that much easier.

~~Another first will be a special extra selling tool  
for you..to encourage your customers to keep up  
every Concord display that much longer. You can  
read about it in your PPP folder a bit later.~~

SLIDE: KEY INGREDIENT

As always, though, the key to the success of any  
new product is trade support. And the key to  
securing that is you.

SLIDES: MONTAGE OF HEAD SHOTS  
OF P.M. PEOPLE

Once again, we rely on you to gain that support.

We rely on you to secure distribution.

We rely on you to gain prime placement of Concord  
display and point-of-sale materials.

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SLIDES: CONTINUE MONTAGE OF  
P.M. PEOPLE

ACR: We know you can get the job done on the  
street. And we can guarantee you the tools  
to help.

We're introducing the world's first  
adjustable flavor cigarette.

With your help, that could be a very profitable  
adjustment for ~~us~~ all.

SLIDE: CONCORD PACK AND LINE  
'GREAT TASTE AT EVERY TURN'

Thanks...and good luck!

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